

EVERFI®  
from Blackbaud

HCA  
Healthcare®

# HCA Healthcare *Gulf Coast Division* Impact Report

*Understanding Mental Wellness*

2023 – 2024 School Year



# Report Contents

---

---

## Overview of HCA Healthcare Gulf Coast’s Impact Report

---

About This Report

Cumulative Usage

2023 – 2024 Program Reach

Student Demographics

---

## About HCA Healthcare Gulf Coast’s Learners

---

Knowledge & Learning

Insights from Learner Surveys

---

## HCA Healthcare’s 2023 – 2024 Events

---

Signature Events

---

## Learner & Educator Perspectives

---

What Learners are Saying

Educator Ratings

What Educators are Saying

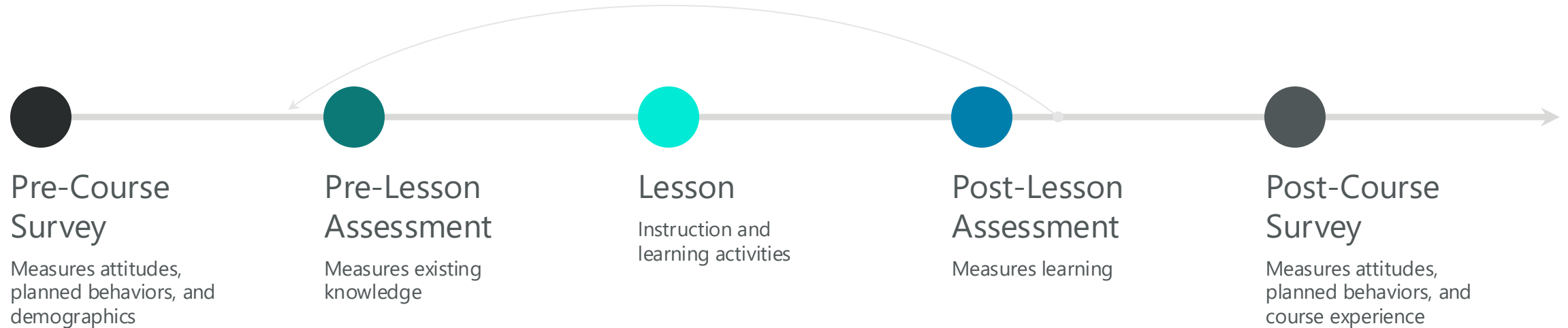
---

# About This Report

To measure learner impact, EVERFI focuses on students' knowledge, attitudes, and planned behaviors.

**Assessments** before and after each lesson measure what students already know and what they've learned. Assessments are required and grades are reported to educators.

**Surveys** at the beginning and end of the course experience ask learners to reflect on how they feel, what they plan to do, and their experience with the course. Surveys are optional, students under 13 years old are not surveyed, and survey response data is anonymized.



Survey insights in this report are based on responses from the 14,236 students who responded to both the pre- and the post-course survey. Demographic data is based on the 31,784 students who responded to the pre-course survey, which includes demographic questions. Assessment data reflects all students participating in the course.

# Program Reach 2023 – 2024

**6,049**

---

Students

**70**

---

Schools

**6,471**

---

Hours of Learning

# Program Reach 2023 – 2024 LMI Communities

**4,392**

Students

**54**

Schools

**4,698**

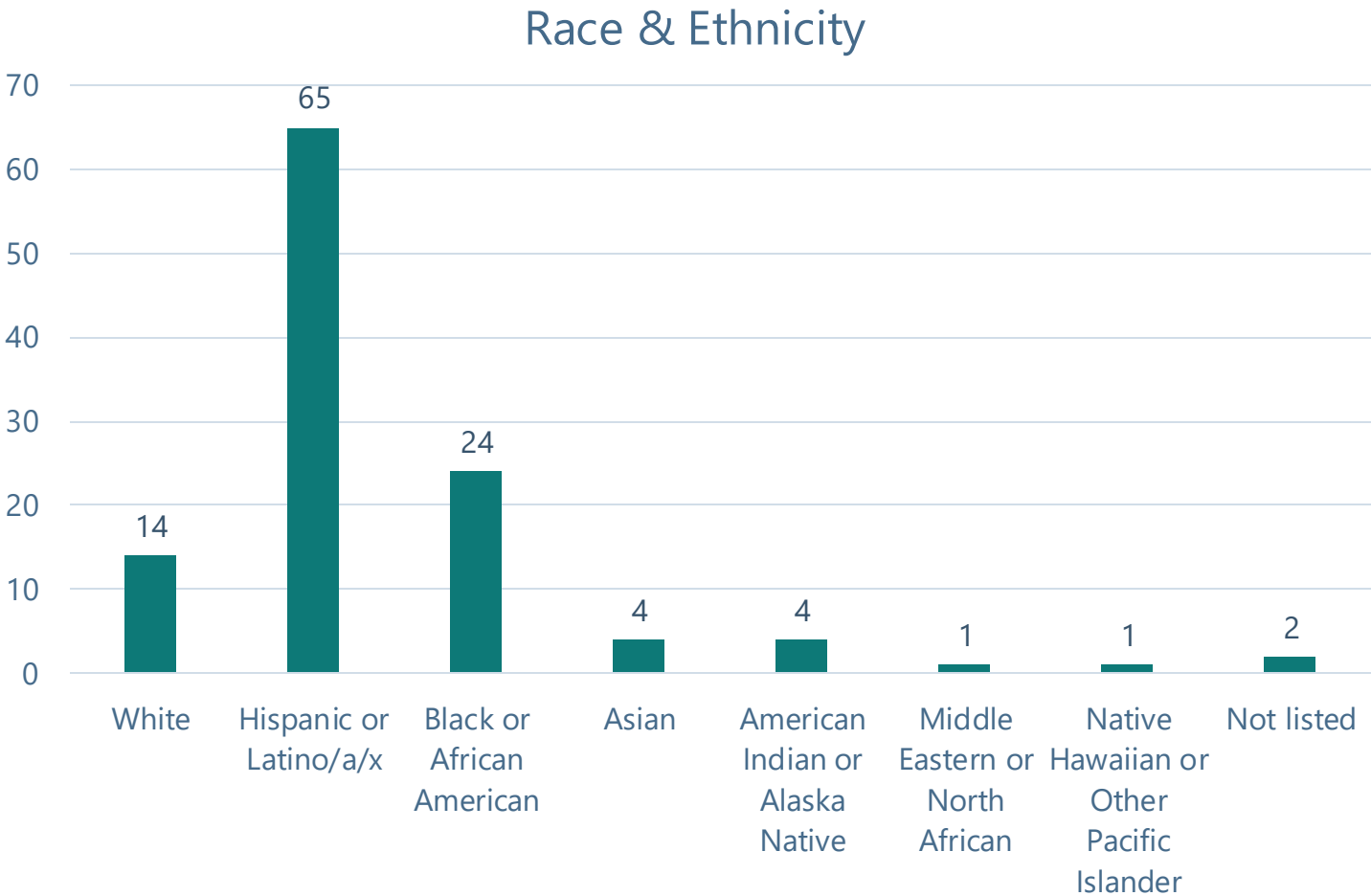
Hours of Learning

A school is considered Low- to Moderate-Income if more than 50% of students are eligible for free- or reduced-price lunch programs. If the district or state does not report lunch program data to the National Center for Education Statistics, the school is considered LMI if it is classified as a Title I school.

# Student Demographics

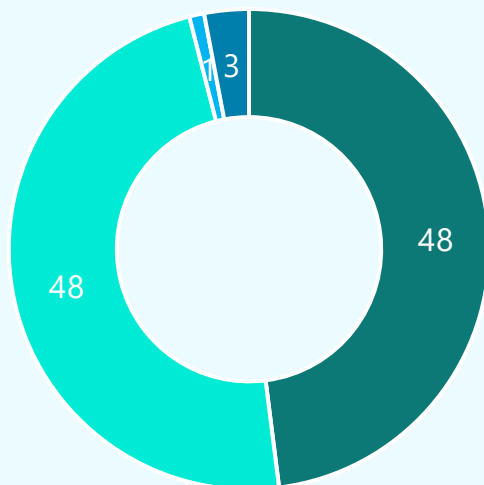
This is a summary of the demographics of students who participated in your program this year. Race & ethnicity information is self-reported by students 13 and older as part of the pre-course survey. All questions are optional, and students may choose not to share demographic information.

Students had the option to select more than one option. Total may sum to more than 100%.



# Student Demographics

## Gender

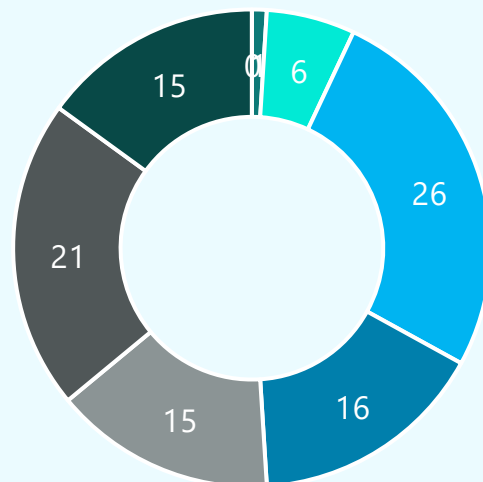


- Male
- Female
- Different Identity
- Prefer not to answer

Gender & grade level information is self-reported by students 13 and older as part of the pre-course survey.

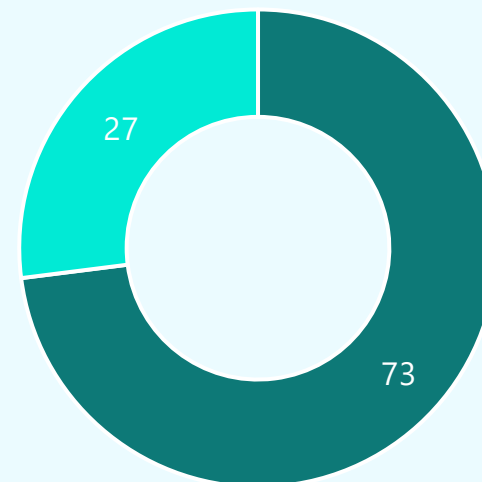
All questions are optional, and students may choose not to share demographic information.

## Grade Level



- 6th grade or earlier
- 7th grade
- 8th grade
- 9th grade
- 10th grade
- 11th grade

## LMI Schools



- LMI School
- Other School

School LMI status is based on data from the National Center for Education Statistics. A school is considered Low-to-Moderate income if more than 50% of students are eligible for free- or reduced-price lunch programs.

If the district or state does not report lunch program data to NCES, the school is considered LMI if classified as a Title 1 School.

**HCA Healthcare –  
Gulf Coast  
*Understanding Mental Wellness*  
Program**

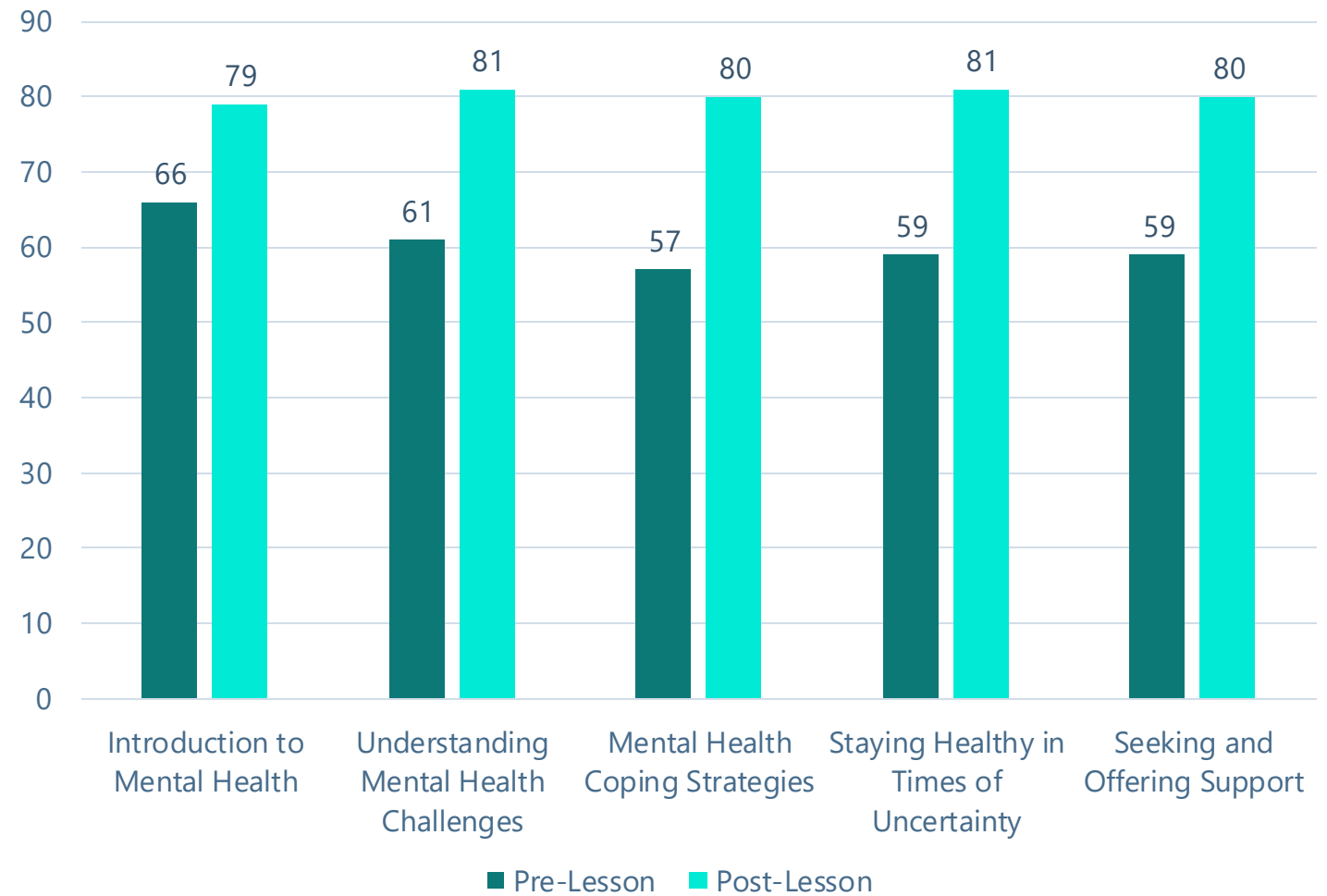


# Mental Health Knowledge

Increasing mental health literacy is linked to positive outcomes such as increased help-seeking behavior and more awareness of mental health resources. *Understanding Mental Wellness* addresses mental health literacy by introducing students to concepts ranging from the science of mental health to approaches to helping yourself and others.

## 33% Point Increase

*In students' assessment scores from 60% to 80%*

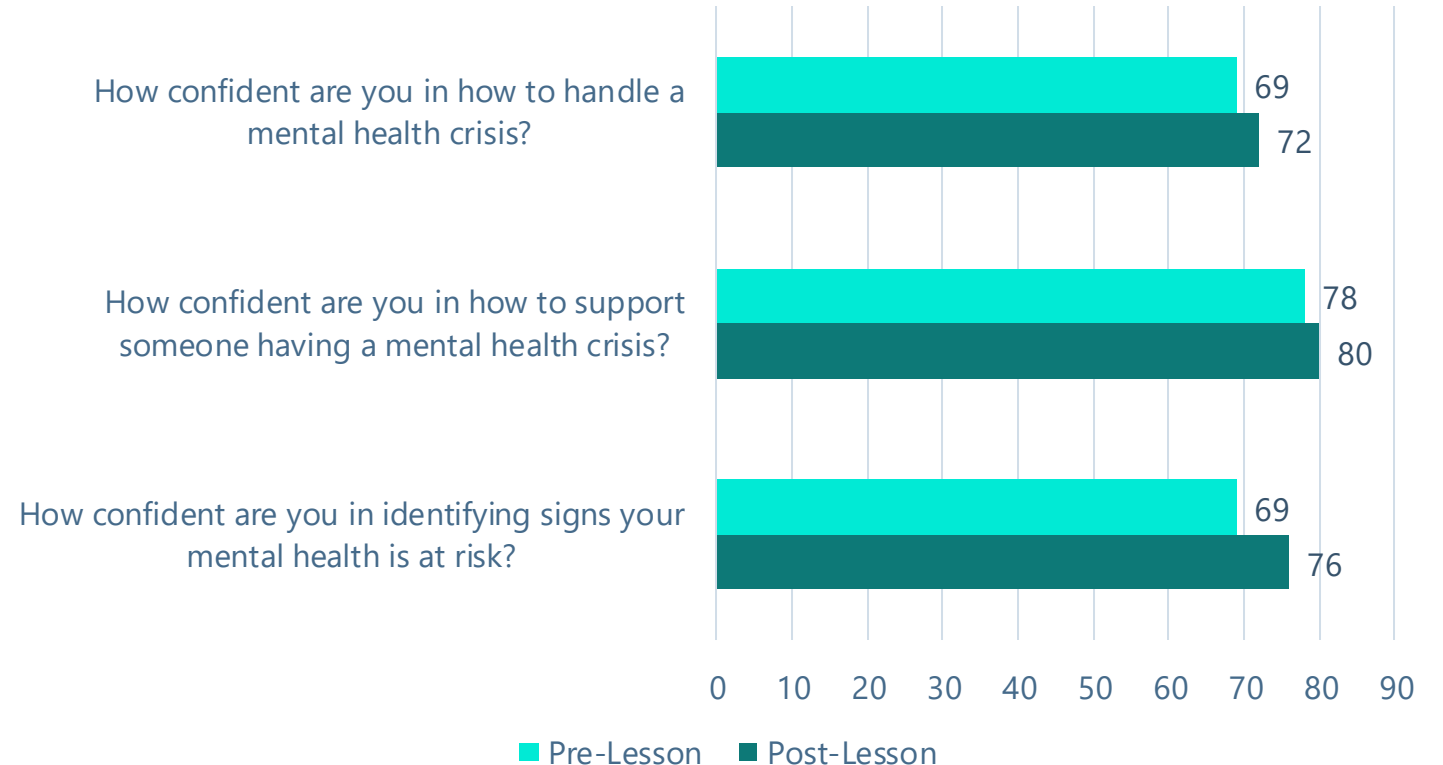


# Managing a Mental Health Challenge

*Understanding Mental Wellness* introduces students to the complexities of managing mental wellness and mental health, including how to handle their own mental health challenges and support others through similar challenges.

After completing the course, more students reported that they are at least somewhat confident that they can navigate a mental health crisis for themselves and alongside others.

Share of students at least somewhat, quite, or completely confident in:

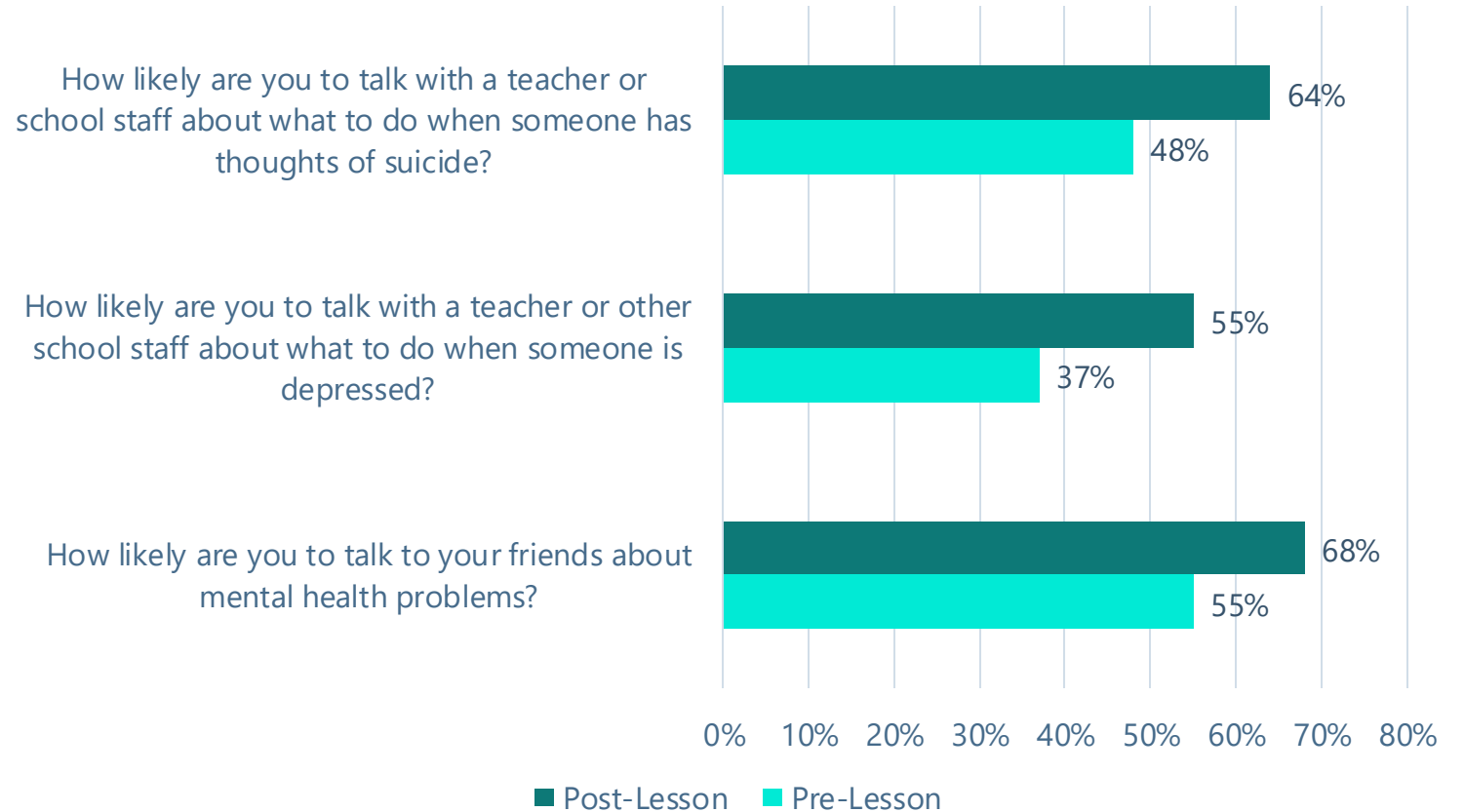


# Seeking Help from Others

Among adolescents, friends and peers are often a source of support. Students who took *Understanding Mental Wellness* say they are more likely to talk to friends about mental health problems. Fostering a culture of support and encouraging students to develop skills for helping others can contribute to a healthier community.

After practicing in the course, more students also reported that they are likely to talk to a teacher or trusted adult when they or a friend are facing a mental health crisis.

Students at least somewhat prepared to:



# Understanding & Managing Mental Health

After participating in *Understanding Mental Wellness*, most students say the course helped them prepare to manage their mental health

**79%**

---

Students say the course helped them understand their own mental health.

**82%**

---

Students say the course helped them understand how to help a friend in need.

**81%**

---

Students say they are confident they know what they need to do to stay mentally healthy.

**HCA Healthcare's**  
***Understanding Mental Wellness***  
**Marketing Initiatives & Events**

## SIGNATURE EVENTS

# HCA East Florida West Broward High School

September is Suicide Prevention Month, and for this month we visited *West Broward High School* in East Florida to talk with juniors and seniors about the sensitive topic. The event was dedicated to raising awareness about suicide prevention and fostering a supportive environment for their school community. Showing that by coming together, a positive difference can be made in the lives of those around us. This event featured a discussion on a suicide prevention and then the students broke into small groups to discuss with teachers and HCA volunteers.



The event today really opened my mind and gave me a new insight into mental health and why it is so important.

- Kayla, Student, West Broward High School





## SIGNATURE EVENTS

# HCA South Atlantic: International African—American Museum

Monday December 11th was a very special day for *Septima P. Clark Academy* students as they were treated to a captivating fireside chat featuring NFL alumni and mental health advocates **Marcus Smith** and **Cam Johnson**, as they share personal insights with students, shedding light on the significant interplay between mental health and resilience. This event concluded with a guided tour of the newly opened International African American History Museum.

# #1

First Everfi Signature partner event ever hosted at a Museum. This event was an injection of new ways of thinking about signature events.



## SIGNATURE EVENTS

# HCA Capital: Unity Reed High School

On May 14th at *Unity Reed High School* in Manassas, VA **6** HCA Mental Health Professionals and **10** volunteers from HCA and EVERFI ran an interactive mental health event designed to empower students by allowing them to explore different forms of expressive therapy through 5 different stations each run by mental health professionals. The stations included, Art Therapy, Movement Therapy, Animal Therapy, Emotional Intelligence, and Journaling Therapy. The students of Unity Reed were able to experience each one of the stations and engage with the mental health professionals, making for a unique and memorable event.



My favorite station was the art station, it taught us how to express our emotions in a way that wasn't writing or speaking.

- Student, *Unity Reed High School*





# **HCA Healthcare's** ***Understanding Mental Wellness*** **Learner & Educator Perspectives**

*Feedback from Users*

# What Students are Saying

## Houston ISD

---

*Texas*

"I really appreciated how detailed it was. It explored many different scenarios in which I can take the initiative to help myself if I am dealing with mental health problems and others as well,"

## Pasadena ISD

---

*Texas*

"The thing I like best about this course is that it can really help someone who is struggling with mental health and it can help them deal or find somewhere to get help."

## Channelview ISD

---

*Texas*

"What I liked best about this course was that [it pointed out] mental health is really important for ourselves and others and no one should be alone through whatever they're going through."

## UNDERSTANDING MENTAL WELLNESS

# Educator Ratings

Educator ratings are based on surveys of teachers who used the digital education program during the 2023-2024 school year.

Percentages are the share of educators who agreed with each statement.

# +67

### Net Promoter Score

How likely are you to recommend this course to another educator?  
(Scale from -100 to 100)

# 97%

### Interest

The course was interesting to students.

# 91%

### Value

The course enhanced material I teach in the classroom.

# 100%

### Quality

Overall, the course content is good or excellent.

# Types of Mental Illness

## Anxiety

“While everyone feels anxious sometimes, people with an anxiety disorder may experience intense feelings of worry that interfere with daily life over time. People with an anxiety disorder may experience panic attacks, intense fear, feeling on edge, losing hope, or having a hard time sleeping. Someone with an anxiety disorder may have physical symptoms or may even feel physical pain.”

*Understanding Mental Wellness* was challenging without being overwhelming for them.”

## Symptoms

- Intense feelings of worry
- Panic attacks
- Irritability or feeling on edge
- Intense feelings of hopelessness or dread
- Difficulty sleeping



## When to Seek Help

Learn to recognize the signs.

“

*Understanding Mental Wellness* covered relevant/important topics with a balance of basic information & key details. Students were able to work independently through it (helpful for those reluctant to share or who might have triggered personal experiences).”



## Non-observable Signs

When you or someone you care about is hurting, you might not want others to know. Sometimes it can seem easier to pretend things are fine or even perfect. That's why it's important to understand non-observable signs.



# Share Your Impact

## Social Media Copy



Download 

## Social Media Tiles



Download 

## Stock Photography



Download 

**Share Your  
Impact!**

Your annual impact report can be leveraged to present a unique story of impact to internal and external stakeholders.

***EVERFI has provided a free online toolkit for you to share your impact!***

## Impact Report Toolkit:

List of Best Practices for Engaging Key Stakeholders

Social Media Assets

- Social Media Tiles
- Social Media Copy
- Stock Photography

Communications Templates

- Press Release
- Executive Summary
- Internal Company Email
- Volunteer Thank you Email
- District/Principal/Teacher Email